

LEO BURNETT U.S.A.

CONSUMER SERVICE & ADVERTISING DEPT.

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NASHVILLE REGION

REGISTERED SERVICE MARK  
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# New Marlboro Ultra Lights

Now, an ultra light good enough to be called Marlboro.

9 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

**Marlboro**  
ULTRA LIGHTS

**SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.**

